

Station WAVY-TV NORFOLK, VA.	Agency ( ) GMMB	Rep Firm
Advertiser ( ).HIRSCHBIEL FOR CONG	3050 K ST NW	Sales Office ( ) PHILADELPHIA
Product PAUL HIRSCHBIEL	WASHINGTON, DC 20007	Salesperson ( ) ANJIE BRADY
Estimate# 1554	Agency C/P1/P2/E 106/113/1554	
Buyer Maura Gilroy	Flight Dates 08/21/2012 - 08/27/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

-- CONTRACT COMMENT --

CLIENT: HIRSCHBIEL FOR CONGRESS SC=\*

-- REMARKS --

THIS IS A NEW POLITICAL ORDER  
CONTRACT TOTAL IS \$23,925  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	5A-6A	WAVY NEWS 10 @ SUNRISE	:30	\$500.00	08/21-08/24	1	1	1	\$500.00	
	2	TU-F	6A-7A	WAVY NEWS 10 TODAY	:30	\$1,500.00	08/21-08/24	1	1	1	\$1,500.00	
	3	TU-F	7A-9A	TODAY SHOW	:30	\$1,500.00	08/21-08/24	1	1	1	\$1,500.00	
	4	SA	7A-8A	WAVY NEWS 10 SATURDAY MORNING	:30	\$400.00	08/25-08/25	1	1	1	\$400.00	
	5	SU	7A-8A	WAVY NEWS 10 SUNDAY MORNING	:30	\$400.00	08/26-08/26	1	1	1	\$400.00	
	6	TU-F	9A-10A	TODAY SHOW 2	:30	\$350.00	08/21-08/24	1	1	1	\$350.00	
	7	TU-F	12P-1P	WAVY NEWS 10 @ NOON	:30	\$250.00	08/21-08/24	2	1	2	\$500.00	
	8	TU-F	2P-3P	THE DOCTORS	:30	\$150.00	08/21-08/24	1	1	1	\$150.00	
	9	TU-F	4P-5P	ANDERSON COOPER	:30	\$250.00	08/21-08/24	1	1	1	\$250.00	
	10	TU-F	5P-530P	WAVY NEWS 10 @ 5PM	:30	\$900.00	08/21-08/24	2	1	2	\$1,800.00	
	11	TU-F	530P-6P	WAVY NEWS 10 @ 530PM	:30	\$900.00	08/21-08/24	1	1	1	\$900.00	

Last Received: 08/08/2012 4:53 PM  
Showing Buylines: All Lines

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	12	TU-F	6P-630P	WAVY NEWS 10 @ 6PM	:30	\$1,500.00	08/21-08/24	2	1	2	\$3,000.00	
	13	SA	6P-630P	WAVY NEWS 10 SATURDAY @ 6PM	:30	\$500.00	08/25-08/25	1	1	1	\$500.00	
	14	SU	6P-7P	WAVY NEWS 10 SUNDAY @ 6PM	:30	\$500.00	08/26-08/26	1	1	1	\$500.00	
	15	TH	10P-11P	ROCK CENTER	:30	\$1,000.00	08/23-08/23	1	1	1	\$1,000.00	
	16	TU-F	11P-1135P	WAVY NEWS 10 @ 11PM	:30	\$1,200.00	08/21-08/24	2	1	2	\$2,400.00	
	17	TU-F	1135P-1235A	THE TONIGHT SHOW	:30	\$350.00	08/21-08/24	1	1	1	\$350.00	
	18	M	5A-6A	WAVY NEWS 10 @ SUNRISE	:30	\$500.00	08/27-08/27	1	1	1	\$500.00	
	19	M	7A-9A	TODAY SHOW	:30	\$1,500.00	08/27-08/27	1	1	1	\$1,500.00	
	20	M	9A-10A	TODAY SHOW 2	:30	\$350.00	08/27-08/27	1	1	1	\$350.00	
	21	M	12P-1P	WAVY NEWS 10 @ NOON	:30	\$250.00	08/27-08/27	1	1	1	\$250.00	
	22	M	2P-3P	THE DOCTORS	:30	\$150.00	08/27-08/27	1	1	1	\$150.00	
	23	M	4P-5P	ANDERSON COOPER	:30	\$250.00	08/27-08/27	1	1	1	\$250.00	
	24	M	5P-530P	WAVY NEWS 10 @ 5PM	:30	\$900.00	08/27-08/27	1	1	1	\$900.00	
	25	M	530P-6P	WAVY NEWS 10 @ 530PM	:30	\$900.00	08/27-08/27	1	1	1	\$900.00	
	26	M	6P-630P	WAVY NEWS 10 @ 6PM	:30	\$1,500.00	08/27-08/27	1	1	1	\$1,500.00	
	27	M	11P-1135P	WAVY NEWS 10 @ 11PM	:30	\$1,200.00	08/27-08/27	1	1	1	\$1,200.00	

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	28	M	1135P-1235A	THE TONIGHT SHOW	:30	\$350.00	08/27-08/27	1	1	1	\$350.00	
	29	SU	12A-1A	BROTHERS & SISTERS	:30	\$75.00	08/26-08/26	1	1	1	\$75.00	

--REPORT TOTALS--  
Report Totals: 33 / \$23,925.00

--SALES MONTHLY TOTALS--  
  
Aug 12: 22 / \$16,075.00    Sep 12: 11 / \$7,850.00  
Sales Totals: 33 / \$23,925.00  
Station Totals: 33 / \$23,925.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--	Market Totals	\$70,368	CATV 0%	WAVY 34%	WGNT 0%	WPXV 0%	WTKR 23%
			WTVZ 2%	WVBT 7%	WVEC 34%		

--COMPETITIVE COMMENTS--  
COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12  
Demos RA35+

---Agency Comment---  
PLEASE NOTE ADDRESS CHANGE EFF 8/12

-- CREDIT RISK ---  
CASH IN ADVANCE